



CITY OF CARLSBAD – AGENDA BILL

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AB#	19,510	INITIATION OF PROCESS TO FORM THE ENVISION CARLSBAD CITIZENS COMMITTEE (EC ³)	DEPT. HEAD	SA
MTG.	07/01/08		CITY ATTY.	P282
DEPT.	PLN		CITY MGR.	W

RECOMMENDED ACTION:

That the City Council **ADOPT** Resolution No. **2008-206**, **APPROVING** staff recommendations to initiate the process to form the Envision Carlsbad Citizen's Committee (EC³) for the community visioning process and the update to the General Plan, Local Coastal Program, and Zoning Ordinance.

ITEM EXPLANATION:

On January 22, 2008, the City Council adopted Resolution No. 2008-018, approving a consulting agreement with Dyett & Bhatia to complete Phase 1 (community visioning phase) of a comprehensive update to the City's General Plan, Local Coastal Program (LCP), and Zoning Ordinance. Part of the Phase 1 scope of work includes the formation of a citizen's committee, which will be titled the "Envision Carlsbad Citizens Committee" (EC³).

Input from the EC³ will be beneficial during the community visioning process (Phase 1), as well as during the process to update the General Plan, LCP, and Zoning Ordinance (Phase 2). The EC³ will promote balanced consideration of a range of community perspectives, serve as an information conduit to stakeholder groups, encourage broader community participation, and provide continuity of participation throughout the entire update process. The proposed purpose of the EC³ is described in more detail in Exhibit 4, which is a charter for the EC³ that specifies the committee's mission and principles of participation.

To provide a balanced representation of community perspectives, staff recommends that committee members be selected from organizations that represent the three primary topic areas that will affect the future of Carlsbad; those primary topic areas are: 1) environment; 2) social; and 3) economic. Forming a committee that represents the environmental, social, and economic factors of the community's future is consistent with, and will further help to implement, the City's "Guiding Principles for a Sustainable Community" (adopted by the City Council per Resolution No. 2007-187 on July 17, 2007), which includes principles to achieve a long-term balance between environmental, social, and economic needs in the community, and to encourage the participation of Carlsbad's citizens in achieving that balance. Staff has prepared a draft list of organizations that could potentially be represented on the EC³ (Exhibit 3).

Staff further recommends that the EC³ include citizens that represent each of the four city quadrants, as well as two student members, one from each of the city's high schools. This will further ensure that the EC³ represents the broad range of community perspectives.

Staff recommends that the EC³ consist of 19 committee members (and 19 alternates – one alternate to be appointed for each committee member), as follows:

DEPARTMENT CONTACT: Don Neu 760-602-4601 dneu@ci.carlsbad.ca.us

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COUNCIL ACTION:	APPROVED	<input type="checkbox"/>	CONTINUED TO DATE SPECIFIC	<input type="checkbox"/>	_____
	DENIED	<input type="checkbox"/>	CONTINUED TO DATE UNKNOWN	<input type="checkbox"/>	
	CONTINUED	<input type="checkbox"/>	RETURNED TO STAFF	<input type="checkbox"/>	
	WITHDRAWN	<input type="checkbox"/>	OTHER – SEE MINUTES	<input type="checkbox"/>	
	AMENDED	<input type="checkbox"/>			

- 3 members from organizations representing the environmental perspective
- 3 members from organizations representing the social perspective
- 3 members from organizations representing the economic perspective
- 2 members from each city quadrant (8 members total)
- 1 student member from Carlsbad High School
- 1 student member from La Costa Canyon High School

Following the City Council's adoption of the attached resolution, staff will initiate the EC³ formation process, as described in Exhibit 2, or as otherwise directed by the City Council.

FISCAL IMPACT:

The formation of a citizens committee is consistent with the scope of work identified in the consultant contract for Phase 1 (community visioning process) of the General Plan, LCP, and Zoning Ordinance Update, which was approved by the City Council in January 2008. The City Council approved total cost for consulting services to complete Phase 1 is \$232,710. Overall, the community visioning process (Phase 1) and update to the General Plan, LCP, and Zoning Ordinance (Phase 2) is estimated to cost up to \$1.8 million. The funds are encumbered and available. No additional costs are associated with this item.

ENVIRONMENTAL IMPACT:

The project is exempt from the California Environmental Quality Act. Pursuant to CEQA Section 15061(b)(3), a project is exempt from CEQA if:

- (3) *The activity is covered by the general rule that CEQA applies only to projects which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is exempt from CEQA.*

It can be seen with certainty that the activities associated with the Community Visioning Program for Phase 1 of the update program (community visioning/outreach, formation and activities of a citizens committee, analysis, research, and development of a final scope of work) will not involve or result in a significant effect on the environment, and is therefore exempt from CEQA.

EXHIBITS:

1. City Council Resolution No**2008-206**, approving staff recommendations to initiate the process to form the Envision Carlsbad Citizens Committee (EC³)
2. Staff Recommendation for the Envision Carlsbad Citizens Committee (EC³) Formation Process
3. List of Potential Organizations from which to draw committee members
4. Envision Carlsbad Citizens Committee Mission Statement and Principles of Participation

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RESOLUTION NO. 2008-206

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CARLSBAD, CALIFORNIA, APPROVING STAFF RECOMMENDATIONS TO INITIATE THE PROCESS TO FORM THE ENVISION CARLSBAD CITIZENS COMMITTEE (EC³) FOR THE COMMUNITY VISIONING PROCESS AND THE UPDATE TO THE GENERAL PLAN, LOCAL COASTAL PROGRAM, AND ZONING ORDINANCE.

CASE NAME: ENVISION CARLSBAD

CASE NO.: GPA 07-02/LCPA 07-02/ZCA 07-01

WHEREAS, the City Council did on January 22, 2008, adopt Resolution No. 2008-018, approving a consulting agreement with Dyett & Bhatia to complete Phase 1 (community visioning phase) of a comprehensive update to the City's General Plan, Local Coastal Program (LCP), and Zoning Ordinance; and

WHEREAS, the scope of work for Phase 1 of the update to the General Plan, LCP, and Zoning Ordinance includes the formation of a citizen's committee; and

WHEREAS, the City Council has received and reviewed staff recommendations to initiate the process to form the Envision Carlsbad Citizens Committee (EC³); and

WHEREAS, pursuant to California Environmental Quality Act (CEQA) Section 15061(b)(3), the work associated with the community visioning process, including formation of a citizens committee, is exempt from the provisions of CEQA;

NOW THEREFORE, the City Council of the City of Carlsbad, California, does hereby resolve as follows:

1. That the above recitations are true and correct.
2. That the City Council hereby approves staff recommendations to initiate the process to form the Envision Carlsbad Citizens Committee (EC³).
3. That the City Council approves proceeding with the initial process to form the Envision Carlsbad Citizens Committee (EC³) as described in Exhibit 2 "Formation Process", Exhibit 3 "Potential Organizations", and Exhibit 4 "Envision Carlsbad Citizens Committee Mission Statement and Principles of Participation".

The Envision Carlsbad Citizens Committee (EC³) shall be an Ad-Hoc Committee and shall perform the tasks as described in Exhibit 4. The Committee shall be dissolved upon the completion of the Community Visioning and General Plan / Zoning Code / and Local Coastal Program update process.

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PASSED AND ADOPTED at a regular meeting of the City Council of the City of
Carlsbad on the ____ day of _____ 2008, by the following vote, to wit:

AYES:

NOES:

ABSENT:

CLAUDE A. LEWIS, Mayor

ATTEST:

LORRAINE M. WOOD, City Clerk

(SEAL)

**Staff Recommendation for the
Envision Carlsbad Citizens Committee (EC³)
Formation Process**

To form the EC³, staff recommends the following process:

1. Letters will be mailed to each organization on the attached draft list (Exhibit 3), requesting that the organization submit an application (enclosed with the letter) nominating one of the organization's members to be appointed to the EC³, as well as nominating an alternate member. Nominees must be current Carlsbad residents.
2. An ad will be placed in the newspaper, requesting interested organizations to nominate a member (and alternate) for the EC³. The list of organizations in Exhibit 3 is not an exhaustive list of organizations that represent the environmental, social, and economic interests of the community; therefore, staff recommends posting the ad in order to avoid inadvertently excluding any particular organization.
3. Letters will be mailed to Carlsbad High School and La Costa Canyon High School requesting them to submit a form (including parent authorization) specifying the student they recommend be appointed to the EC³, as well as an alternate student member.
4. The organizations will be given approximately 3 weeks to submit applications nominating a member for the EC³. Since school is out of session, appointment of the student members will take place in the Fall.
5. An agenda bill will be brought to the City Council requesting their vote to appoint the members of the committee.
6. With regard to the selection process, staff recommends the following:

- a. Committee members from organizations that represent the environment, social, and economic perspectives

The Mayor and City Council members review and consider each application received; then the Mayor, with the concurrence of a majority of the City Council, appoints 3 committee members (and their alternates) to represent each perspective (9 committee members total, plus 9 alternates).

- b. Committee members from each of the four city quadrants

The Mayor assigns each City Council member to a city quadrant and directs them to select 2 citizens (plus 2 alternates) from that quadrant to be a member of the EC³ (8 committee members total, plus 8 alternates).

- c. Student committee members

The Mayor and City Council members accept and appoint the student members recommended by Carlsbad High School and La Costa Canyon High School.

Envision Carlsbad Citizen's Committee (EC³)

Potential Organizations from Which to Draw Committee Members

Organizations Representing ENVIRONMENTAL Perspectives
Agua Hedionda Watershed Network
Audubon Society
California Native Plant Society - San Diego County Chapter
Carlsbad Watershed Network
Lagoon Foundations (Batiquitos, Agua Hedionda, Buena Vista)
Preserve Calavera
San Diego County Bicycle Coalition
Sierra Club
Surfrider Foundation
U.S. Green Building Council - San Diego Chapter
Walk San Diego

Organizations Representing SOCIAL Perspectives	
Access to Independence (formerly Access Center)	
Barrio Association	
Boys and Girls Club	
Casa de Amparo	
Catholic Charities	
Imagine Carlsbad	
Interfaith Council	
League of Women Voters	
North County Lifeline	
Parent Teacher Associations (elementary and high schools)	
Terri-disabled	
Cultural Organizations (Arts, Library, etc.)	Carlsbad Friends of the Arts
	Carlsbad Historical Society
	Carlsbad Library and Arts Foundation
	Carlsbad-Oceanside Art League
	Friends of the Carlsbad Library
	New Village Arts
Sports Organizations	AYSO – La Costa
	Carlsbad High School
	Carlsbad Lightning Soccer
	Carlsbad Pop Warner
	Carlsbad Softball Association
	Carlsbad Wave Soccer Club
	Carlsbad Youth Baseball
	La Costa 35 Athletic Club

	La Costa Youth Organization
Service Groups	Kiwanis Club
	Optimists Club
	Rotary Club
	Veterans of Foreign Wars

Organizations Representing ECONOMIC Perspectives		
Chamber of Commerce		
Building Industry Association (BIA)		
Carlsbad Village Business Association		
Carlsbad Convention and Visitors Bureau		
Carlsbad Village Improvement Partnership		
North San Diego County Association of Realtors		
San Diego County Farm Bureau		
San Diego North County Economic Development Council		
Major Business Industries in Carlsbad	<u>Business Industry</u>	<u>Companies</u>
	Recreational Goods	Callaway
		Taylormade
	Biotech	Invitrogen
	Communications	Isis Pharmaceuticals
		ViaSat
	Hospitality	La Costa Resort
		Grand Pacific Resorts
	Retail	Carlsbad Forum Shops
		Westfield

City of Carlsbad
Envision Carlsbad Citizens Committee EC³
Mission Statement and Principles of Participation

Mission Statement

The mission of the Envision Carlsbad Citizens Committee (EC³) is to participate in and provide guidance to the Phase 1 Community Visioning process and to the Phase 2 General Plan/Local Coastal Program (LCP)/Zoning Ordinance update work, by promoting balanced consideration of a range of perspectives on issues affecting Carlsbad, serving as an information conduit to stakeholder groups, encouraging broader community participation, and providing continuity of participation throughout the entire public visioning and update process.

Principles of Participation

Role of Envision Carlsbad Citizens Committee Members

To achieve the mission of the EC³, the City Council is asking members to:

- Become familiar with the issues surrounding city planning and community development
- Attend periodic meetings over a prolonged period of time (approximately 3 years)
- Represent a broader community interest (rather than just the particular organization of which they are a member) at EC³ meetings
- Keep their organization/stakeholder group informed of the progress of the public visioning and update program
- Balance stakeholder goals with the larger public interest
- Encourage community participation throughout the public visioning and update process
- Adhere to the public visioning and update program schedule and respond to established deadlines
- Work collaboratively with other EC³ members
- Provide constructive feedback to City staff and consultants on process and works in progress at key points during the update program
- Confirm that the final Community Vision Report accurately and fairly reflects the community input received during the Public Visioning (Phase 1) process.
- Provide comment as to the adequacy of the Phase 2 Work Plan that will be presented to the City Council for approval

Representation

Committee members will be appointed by the Mayor with concurrence of a majority of the City Council from among a list of candidates nominated by individual organizations, representing a balanced cross-section of stakeholder groups and community interests. Selection of the EC³ will be guided by the City Council's "Guiding Principles for a

Sustainable Community”, whereby membership will be drawn from Social, Economic and Environmental perspectives. Members will also be selected to represent each of the four city quadrants. In addition, the Committee will have two student members selected from the local high schools.

The committee will be composed of a total of 19 members: three each from the sustainability perspectives (9), two from each city quadrant (8), and a student member each from Carlsbad and La Costa Canyon High Schools (2). To be considered for appointment, candidates must reside in Carlsbad. Nominated candidates will be evaluated on their ability to effectively represent one of the three key perspectives, city quadrant, or youth perspectives. In addition, each committee member will have an alternate appointed by the Mayor with concurrence of a majority of City Council from among the list of nominated candidates.

Discussion Process

During EC³ meetings, committee members agree to abide by the following discussion process:

- The committee will establish ground rules about how members should conduct themselves during meetings
- The preferred decision-making process is collaborative problem-solving
- Consensus of the EC³ will take precedence over individual preferences
- In cases of non-consensus, alternative perspectives will be documented
- A neutral third-party will facilitate the meetings
- The committee will consider the selection of a Chair and Vice-Chair

Meeting Schedule

Once appointed, EC³ members are making an approximately three year commitment. To date, the meeting schedule is outlined only for the first phase of the overall General Plan update program. The EC³ will be formed in the Summer of 2008 and will have its first meeting in the Fall. At least three additional EC³ meetings are anticipated in Phase 1, which will conclude by Summer 2009. Phase 2 of the update process (updating the General Plan/Local Coastal Program/Zoning Ordinance to achieve the Community Vision) will begin following the completion of Phase 1 and is expected to last approximately 2 to 3 years, with potentially 20 to 25 meetings.

Meeting Attendance

Full participation of committee members is essential to the effectiveness of the EC³. Committee members are expected to attend all EC³ meetings. If a committee member is unable to attend a meeting, the designated alternate may attend in his or her place. The alternate is encouraged to actively participate in the meeting provided that he or she is adequately briefed as to the status of prior discussions and decisions.

Quorum. For meeting purposes, a quorum of the EC³ is met with ten members in attendance.

If a committee member resigns his or her appointment, his or her designated alternate shall automatically become a regular committee member for the duration of the program. Vacancies may be filled at the Mayor's discretion.

All EC³ meetings and committee members are subject to the open meeting requirements of the Ralph M. Brown Act (Brown Act). The Brown Act imposes public notice and access requirements on committee meetings, and places certain limitations on when and how committee members may communicate with one another. At the first EC³ meeting, committee members will be given a briefing by the City Attorney's office about the basic requirements of the Brown Act.

In addition to meeting as a committee approximately four times during Phase 1, committee members will be expected to be engaged throughout the Community Visioning and General Plan/LCP/Zoning Ordinance update process by attending the community workshops, educational forums and other activities for the general public.

Meeting Agendas

Meeting agendas will be prepared by City staff and the EC³ facilitator in consultation with the Chairperson or a majority of the EC³, following the procedures of the Brown Act. At the conclusion of each meeting, the facilitator and City staff will summarize the results and identify items that may need further research or be carried over to the next meeting, preview new business for the upcoming meeting, and invite Committee members to suggest new items for future meetings. Agendas for future meetings will be established by consensus of the EC³ with concurrence of City staff and facilitator.

Members of the public have a right to attend EC³ meetings and will have an opportunity to address the committee on any issue under its purview.

External Communications. The overriding consideration in all communications is to honor and sustain the constructive, collaborative process of the committee. EC³ members are encouraged to communicate with their constituencies in order to keep them informed of the public visioning and General Plan/LCP/Zoning Ordinance update process and to encourage direct participation. Should committee members speak to the media, members are encouraged to provide accurate, factual information to inform the public about the program, but are asked to refrain from engaging in speculation, advocating a position on a specific issue, speaking on behalf of the EC³ (unless authorized by the committee to do so), or otherwise making public statements that would tend to hamper constructive committee discussions. City staff and the facilitator will be available to assist in any communications to the media, if desired.

Information Sharing. In order to ensure all EC³ members have the same information available to them, all documents will be distributed through City staff. If a member has information he or she would like to share with other committee members, the information should be given to staff for distribution to the entire committee. Maintaining this flow of

information will facilitate a respectful, collaborative process, and help avoid unintended violations of open meeting laws (e.g., serial meetings).

Work Products

In addition to its role as representatives of and conduits to community stakeholders, the EC³ will be responsible for reviewing work product and providing guidance on policy issues. The primary purpose of the EC³ in reviewing work product is to ensure that it accurately and fairly reflects the input received from the community at the various forums, group meetings and public workshops. In particular, the EC³ will closely review the Community Vision and Guiding Principles and Themes report to ensure that it accurately and fairly reflects the community's input. The committee will also assess whether the Phase 2 Work Program is comprehensive and can realistically achieve the goal of developing policies, programs, and standards that will carry out the community vision articulated in Phase 1.

The Phase 1 interim and final work products that the EC³ will likely review include:

- *Working Paper on Opportunities and Challenges*
- *Community Survey Results*
- *Community Vision and Guiding Principles and Themes*
- *Working Paper on Vision and Policy Match*
- *Working Paper on Zoning Issues*
- *Phase 2 Work Program*